



WJLA
1100 Wilson Blvd. 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

American Rambler Production
138 Conant Street
Beverly, MA 01915

Contract # 193637

Schedule Dates 08/15/12-08/21/12
Advertiser Romney/P/R (15707)
Agency American Rambler Production (5128)
Product Political-Political (1088)
Brand Romney for President (67445)
Salesperson Petro, Susan (1110)
Sales Office WJLA - Core Team
Buyer Name Kincaid,Stephanie
Phone/Fax (202) 567-6193 /
CPE Romney/US President 2012/326-Aug15-21
Account Types Local/Political Candidate Agency
Billing Type Standard
Comments

Date Entered 08/13/12
Last Modified 08/13/12
Entered By Susan Petro
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$30,180.00
Net Total \$171,020.00
Sales Tax

WJLA Arlington (WJLA)

By Broadcast Month	Spots	Rate
Aug. 2012	117	\$201,200.00
Grand Total:	117	\$201,200.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/15/12-08/17/12	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A				2	1	1			4	\$1,400.00	\$5,600.00	WJLA Arlington (WJLA)		8/13/12
2.0	Normal Line / SPOT	08/15/12-08/16/12	3	:30	6:59A- ABC--GOOD MORNING AMERICA				2	2				4	\$2,000.00	\$8,000.00	WJLA Arlington (WJLA)		8/13/12
3.0	Normal Line / SPOT	08/17/12-08/17/12	3	:30	6:59A- ABC--GOOD MORNING AMERICA						2			2	\$2,000.00	\$4,000.00	WJLA Arlington (WJLA)		8/13/12
4.0	Normal Line / SPOT	08/15/12-08/17/12	4	:30	10A- RACHAEL RAY				1	1	1			3	\$500.00	\$1,500.00	WJLA Arlington (WJLA)		8/13/12
5.0	Normal Line / SPOT	08/15/12-08/17/12	3	:30	9A- LIVE!				1	1	1			3	\$1,200.00	\$3,600.00	WJLA Arlington (WJLA)		8/13/12
6.0	Normal Line / SPOT	08/15/12-08/17/12	3	:30	11:59A- NEWS-ABC 7 NEWS @ NOON				2	2	2			6	\$1,600.00	\$9,600.00	WJLA Arlington (WJLA)		8/13/12
7.0	Normal Line / SPOT	08/15/12-08/17/12	3	:30	2P- ABC--GOOD AFTERNOON AMERICA				1	1	1			3	\$1,400.00	\$4,200.00	WJLA Arlington (WJLA)		8/13/12
8.0	Normal Line / SPOT	08/15/12-08/17/12	4	:30	3P- ABC--GENERAL HOSPITAL				1	1	1			3	\$1,800.00	\$5,400.00	WJLA Arlington (WJLA)		8/13/12
9.0	Normal Line / SPOT	08/15/12-08/17/12	4	:30	3:59P- ANDERSON COOPER SHOW				1	1	1			3	\$1,000.00	\$3,000.00	WJLA Arlington (WJLA)		8/13/12
10.0	Normal Line / SPOT	08/15/12-08/17/12	4	:30	4:58P- NEWS-ABC 7 NEWS @ 5P				2	2	2			6	\$1,600.00	\$9,600.00	WJLA Arlington (WJLA)		8/13/12

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11.0	Normal Line / SPOT	08/15/12-08/17/12	4	:30	5:59P- NEWS-ABC 7 NEWS @ 6P				2	2	2			6	\$1,600.00	\$9,600.00	WJLA Arlington (WJLA)		8/13/12
12.0	Normal Line / SPOT	08/15/12-08/17/12	4	:30	6:58P- WHEEL OF FORTUNE				1	1	1			3	\$2,600.00	\$7,800.00	WJLA Arlington (WJLA)		8/13/12
13.0	Normal Line / SPOT	08/15/12-08/17/12	4	:30	7:27P- JEOPARDY				1	1	1			3	\$2,800.00	\$8,400.00	WJLA Arlington (WJLA)		8/13/12
14.0	Normal Line / SPOT	08/17/12-08/17/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P						2			2	\$2,800.00	\$5,600.00	WJLA Arlington (WJLA)		8/13/12
15.0	Normal Line / SPOT	08/15/12-08/16/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P				2	2				4	\$2,800.00	\$11,200.00	WJLA Arlington (WJLA)		8/13/12
16.0	Normal Line / SPOT	08/15/12-08/15/12	4	:30	11:35P- ABC--ABC NIGHTLINE				1					1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		8/13/12
17.0	Normal Line / SPOT	08/17/12-08/17/12	4	:30	11:35P- ABC--ABC NIGHTLINE						1			1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		8/13/12
18.0	Normal Line / SPOT	08/16/12-08/16/12	4	:30	11:35P- ABC--ABC NIGHTLINE					1				1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		8/13/12
19.0	Normal Line / SPOT	08/17/12-08/17/12	4	:30	9:01P- ABC--20/20						1			1	\$6,000.00	\$6,000.00	WJLA Arlington (WJLA)		8/13/12
20.0	Normal Line / SPOT	08/18/12-08/18/12	4	:30	6:58A- ABC--GOOD MORNING AMERICA SAT							1		1	\$500.00	\$500.00	WJLA Arlington (WJLA)		8/13/12

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21.0	Normal Line / SPOT	08/18/12-08/18/12	4	:30	6P- NEWS-ABC 7 NEWS @ 6P SAT							2		2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		8/13/12
22.0	Normal Line / SPOT	08/18/12-08/18/12	4	:30	6:58P- WHEEL OF FORTUNE WEEKEND							2		2	\$800.00	\$1,600.00	WJLA Arlington (WJLA)		8/13/12
23.0	Normal Line / SPOT	08/18/12-08/18/12	4	:30	7:29P- JEOPARDY WEEKEND							2		2	\$800.00	\$1,600.00	WJLA Arlington (WJLA)		8/13/12
24.0	Normal Line / SPOT	08/19/12-08/19/12	4	:30	7:58A- ABC--GOOD MORNING AMERICA SUN								2	2	\$500.00	\$1,000.00	WJLA Arlington (WJLA)		8/13/12
25.0	Normal Line / SPOT	08/19/12-08/19/12	4	:30	9A- INSIDE WASHINGTON								1	1	\$2,500.00	\$2,500.00	WJLA Arlington (WJLA)		8/13/12
26.0	Normal Line / SPOT	08/19/12-08/19/12	4	:30	6:30P- NEWS-ABC 7 NEWS @ 630P								1	1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		8/13/12
27.0	Normal Line / SPOT	08/19/12-08/19/12	4	:30	6:58P- ABC--AMERICA'S FUNNIEST HOME VIDEOS								1	1	\$2,500.00	\$2,500.00	WJLA Arlington (WJLA)		8/13/12
28.0	Normal Line / SPOT	08/19/12-08/19/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P								2	2	\$1,600.00	\$3,200.00	WJLA Arlington (WJLA)		8/13/12
29.0	Normal Line / SPOT	08/20/12-08/21/12	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A		2	1						3	\$1,400.00	\$4,200.00	WJLA Arlington (WJLA)		8/13/12
30.0	Normal Line / SPOT	08/20/12-08/21/12	3	:30	6:59A- ABC--GOOD MORNING AMERICA		2	2						4	\$2,000.00	\$8,000.00	WJLA Arlington (WJLA)		8/13/12

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31.0	Normal Line / SPOT	08/20/12-08/21/12	3	:30	9A- LIVE!		1	1						2	\$1,200.00	\$2,400.00	WJLA Arlington (WJLA)		8/13/12
32.0	Normal Line / SPOT	08/20/12-08/21/12	3	:30	10A- RACHAEL RAY		1	1						2	\$500.00	\$1,000.00	WJLA Arlington (WJLA)		8/13/12
33.0	Normal Line / SPOT	08/20/12-08/21/12	3	:30	10:58A- ABC--THE VIEW		1	1						2	\$2,000.00	\$4,000.00	WJLA Arlington (WJLA)		8/13/12
34.0	Normal Line / SPOT	08/20/12-08/21/12	3	:30	11:59A- NEWS-ABC 7 NEWS @ NOON		2	2						4	\$1,600.00	\$6,400.00	WJLA Arlington (WJLA)		8/13/12
35.0	Normal Line / SPOT	08/20/12-08/21/12	3	:30	2P- ABC--GOOD AFTERNOON AMERICA		1	1						2	\$1,400.00	\$2,800.00	WJLA Arlington (WJLA)		8/13/12
36.0	Normal Line / SPOT	08/20/12-08/21/12	4	:30	3P- ABC--GENERAL HOSPITAL		1	1						2	\$1,800.00	\$3,600.00	WJLA Arlington (WJLA)		8/13/12
37.0	Normal Line / SPOT	08/20/12-08/21/12	4	:30	3:59P- ANDERSON COOPER SHOW		1	1						2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		8/13/12
38.0	Normal Line / SPOT	08/20/12-08/21/12	4	:30	4:58P- NEWS-ABC 7 NEWS @ 5P		2	2						4	\$1,600.00	\$6,400.00	WJLA Arlington (WJLA)		8/13/12
39.0	Normal Line / SPOT	08/20/12-08/21/12	4	:30	5:59P- NEWS-ABC 7 NEWS @ 6P		2	2						4	\$1,600.00	\$6,400.00	WJLA Arlington (WJLA)		8/13/12
40.0	Normal Line / SPOT	08/20/12-08/21/12	4	:30	6:58P- WHEEL OF FORTUNE		1	1						2	\$2,600.00	\$5,200.00	WJLA Arlington (WJLA)		8/13/12
41.0	Normal Line / SPOT	08/20/12-08/21/12	4	:30	7:27P- JEOPARDY		1	1						2	\$2,800.00	\$5,600.00	WJLA Arlington (WJLA)		8/13/12

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42.0	Normal Line / SPOT	08/21/12-08/21/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P			2						2	\$2,800.00	\$5,600.00	WJLA Arlington (WJLA)		8/13/12
43.0	Normal Line / SPOT	08/20/12-08/20/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P		2							2	\$2,800.00	\$5,600.00	WJLA Arlington (WJLA)		8/13/12
44.0	Normal Line / SPOT	08/21/12-08/21/12	4	:30	11:35P- ABC--ABC NIGHTLINE			1						1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		8/13/12
45.0	Normal Line / SPOT	08/20/12-08/20/12	4	:30	11:35P- ABC--ABC NIGHTLINE		1							1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		8/13/12
46.0	Normal Line / SPOT	08/15/12-08/17/12	4	:30	10:58A- ABC--THE VIEW				1	1	1			3	\$2,000.00	\$6,000.00	WJLA Arlington (WJLA)		8/13/12

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